



November 16, 2010

National Influenza Vaccination Week (NIVW) is a national observance that was established to highlight the importance of continuing influenza vaccination, as well as fostering greater use of flu vaccine after the holiday season into January and beyond. The 2010-2011 season's NIVW is scheduled for the week of **December 5–11, 2010.**

What's new this year? The universal vaccination recommendation helps make our job of promoting flu vaccine a little bit easier. This season, we can encourage *everyone* 6 months of age and older to get vaccinated; plenty of vaccine is available at multiple venues, helping us direct people to where it's convenient for them.

Although we should encourage the universal vaccination recommendation, we still pay special attention to specific groups in the population who are at increased risk for serious illness from flu; it remains important that we reach out to those communities. That's why each day of this year's NIVW has been set aside with a special call to action for certain groups.

Sunday, December 5 – NIVW Kick-off, General Public – Sunday will kick off NIVW this year. This is a great day to reach out to everyone with the message that everyone 6 months of age and older should get a flu vaccine. Many grocery stores or pharmacies will be open and offering flu vaccines on this day.

Monday, December 6 – Family Vaccination Day will highlight the importance of flu vaccination for pregnant women, children, and caregivers of children younger than 6 months of age. Help create a circle of protection around vulnerable children.

Tuesday, December 7 – People with Certain Chronic Medical Conditions – People with certain chronic medical conditions are at high risk of serious influenza-related complications and should get a flu vaccine every year. These high-risk conditions include asthma, diabetes, heart disease, kidney and liver disorders, neurological disorders, blood disorders, morbid obesity, HIV or AIDS, and cancer.

Wednesday, December 8 – Employee Health – Many adults spend the majority of their waking hours at work, and flu can spread rapidly through an office or workplace causing illness and lost productivity. People working in health care settings who get sick from flu can spread influenza viruses to vulnerable populations.

Thursday, December 9 – Older Adults (65+) – People age 65 and older are at increased risk for complications from flu, which can lead to hospitalizations and even death, and should get a yearly flu shot.

Friday, December 10 – Young Adults (19-24) –Young adults, who were hard-hit during last year's 2009 H1N1 pandemic may spread flu to friends and family who are at high risk of flu complications. By getting vaccinated, they can protect themselves, their friends, and their loved ones from the flu.

Saturday, December 11 – Saturday will be an opportunity for partners to take advantage of a week's worth of advertising, news stories, and community outreach around flu to promote the universal vaccination recommendation by holding clinics and/or encouraging anyone who did not have the opportunity to get vaccinated to do so on Saturday.

For those of you already hard at work in your communities promoting and administering flu vaccinations, we hope that these days offer you leverage for local media, or a new infusion of energy to help you focus your efforts. For other partners who don't traditionally concentrate on flu vaccinations, each of these days may help you think about the flu from a new angle.

We have promotional tools to help you reach a wide variety of audiences, from workplaces and businesses to kids or adults with asthma. Visit our website at www.cdc.gov/flu/freeresources to take advantage of materials that can assist you—that's what they are there for!

NIVW is our chance to help boost your efforts, but it's also our opportunity to recognize the fantastic and unsung work happening at the local level. Tell us what you have planned for NIVW and see what others are doing at <http://www.cdc.gov/flu/nivw/>. We know that it's your work on the ground, in *your community*, that will make the difference, person by person, in reducing the spread of the flu this season.

Sincerely,

A handwritten signature in black ink, appearing to read "Anne Schuchat", with a stylized flourish at the end.

Anne Schuchat, MD
Director, National Center for Immunization and Respiratory Diseases
Centers for Disease Control and Prevention